ORDER

Order / Rev: <u>37501</u>

Alt Order #: 08877313

Product Desc: issue

Product Desc: issue
Estimate: 1970

Flight Dates: 10/04/12 - 10/08/12

 Original Date / Rev:
 10/03/12 / 10/03/12

 Order Type:
 GENERAL

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name: Great American Media

Buying Contact:

1010 Wisconsin Avenue NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

15%

00:10:00

Advertiser

Name:

DSCC

Demographic:

Billing Contact:

A35+ PO4

Priority: PO4

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/08/12	26	\$64,250.00	\$54,612.50		

Totals									
Month	# Spots	Gross Amount	Net Amount	Rating					
October 2012	26	\$64,250.00	\$54,612.50	0.00					
Totals	26	\$64 250 00	\$54 612 50	0.00					

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

 Order Share
 Share
 Total

 KLAS
 30%
 \$64,250.00

Market 100% \$214,166.67

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$53,541.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$10,708.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

L	n	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Ε	1	8	10/08/12	10/08/12	8 News Now 6a M	1-F CM	6-7a	M	:30	2	\$1,400.00LV1	0.00 NM	2	\$2,800.00
					8 News Now 6a N	И-F								
		B NEWS	S NOW AT	6A								1		
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 10/	04/12	10/10/12	M	2	\$1,400.00	0.00						
Е	2	8	10/08/12	10/08/12	CBS This Morning	g 7-9a CM	7-9a	M	:30	1	\$1,200.00LV1	0.00 NM	• 1	\$1,200.00
					CBS This Mornin	a								

Print Date: 10/04/12 14:44:29 Page 2 of 3

KLAS

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Len Spots Rate Pri Rtg Type Spots Amount End Inventory Code Break Start/End Time Days Ln Ch Start **CBS THIS MORNING** Spots/Week Rating Start Date **End Date** Weekdays Rate 10/10/12 1 \$1,200.00 0.00 Week: 10/04/12 :30 2 \$1,100,00LV1 0.00 NM 2 \$2,200,00 8 10/08/12 10/08/12 Live w/Kelly CM 9-10a M----Live w/Kelly LIVE! WITH KELLY Start Date End Date Weekdays Spots/Week Rate Rating 0.00 Week: 10/04/12 10/10/12 2 \$1,100.00 8 10/04/12 10/04/12 8 News Now Noon M-F CM 12-1230p :30 1 \$1,200,00LV1 0.00 NM \$1,200.00 8 News Now Noon M-F 8 NEWS NOW AT NOON Rating Weekdays Spots/Week Rate Start Date End Date Week: 10/04/12 10/10/12 ---T---1 \$1,200.00 0.00 M----1230-2p Soaps/ LMAD CM 1230-2p :30 1 \$1,350.00LV1 0.00 NM \$1,350.00 8 10/08/12 10/08/12 Soaps / Let's Make A Deal SOAPS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/04/12 10/10/12 M----1 \$1,350.00 0.00 10/04/12 10/08/12 CM 3-4p M--TF--2 \$1,600,00LV1 0.00 NM \$3,200.00 Fllen Ellen **ELLEN** Spots/Week **End Date** Rate Rating Start Date Weekdays M--TF--2 \$1,600.00 0.00 Week: 10/04/12 10/10/12 2 \$1,600.00LV1 10/04/12 10/08/12 8 News Now 4p M-F CM 4-5p M--TF--:30 0.00 NM 2 \$3,200.00 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Start Date End Date Weekdays Spots/Week Rate Rating M--TF--Week: 10/04/12 10/10/12 2 \$1,600.00 0.00 10/04/12 10/08/12 8 News Now 5-630p M-FCM 5-630p M--TF--:30 2 \$1,700.00LV1 0.00 NM 2 \$3,400.00 8 News Now 5-630p M-F 8 NEWS NOW ROTATION Start Date Weekdays Spots/Week Rating End Date Rate Week: 10/04/12 10/10/12 M--TF--2 \$1,700.00 0.00 Start/End Time Spot Ch Date Range Description Weekdays Length Rate Rtq Type 8 10/04/12-10/10/12 8 News Now 5-630p M-F 5-630p :30(\$1,700.00) 0.00 NM 1 M--ThF----See MG 9 3 :30 \$1,700.00 0.00 NM 3 8 10/04/12-10/04/12 8 News Now 5-630p M-F 5-630p ---Th----MG for 9.1 10/04 10/08/12 10/08/12 7-8p Rotator CM M-----:30 2 \$3,000.00LV1 8 7-8p 0.00 NM \$6,000.00 7-8p Rotator ET/INSIDER Spots/Week Rating Start Date **End Date** Rate Weekdays 2 \$3,000.00 Week: 10/04/12 10/10/12 0.00 8 10/06/12 10/06/12 Sat Prime Special CM 8-10p ----S-:30 2 \$3,500.00LV1 0.00 NM \$7,000.00 KLAS Movie: Madison KLAS MOVIE Spots/Week Rating Start Date End Date Weekdays Rate 10/07/12 ----S-\$3,500.00 0.00 Week: 10/01/12 9-10p 10/08/12 10/08/12 Mon 9-10p CM M-----:30 1\$20,000.00LV1 0.00 NM \$20,000.00 2 Broke Girls / Mike & Molly (8:00 PM-9:00 PM) AMAZING RACE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 1\$20,000.00 0.00 10/04/12 10/08/12 8 News Now 11p M-F CM 11-1135p 2---1--:30 3 \$2,500.00LV1 0.00 NM 3 \$7,500.00 8 News Now 11p M-F 8 NEWS NOW AT 11PM Spots/Week Start Date End Date Rating <u>Weekdays</u> Rate 2---1--0.00 Week: 10/04/12 10/10/12 3 \$2,500.00 10/06/12 10/07/12 8 News Now 11p Sa/SuCM 11-1135P ----SS :30 1 \$1,100.00LV1 0.00 NM \$1,100.00 1 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND

Print Date: 10/04/12 14:44:29 Page 3 of 3

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Ln Ch Sta	rt End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 14 8 10/0	6/12 10/07/12	8 News Now 11p	Sa/SuCM	11-1135P	SS	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
		8 News Now Sa/	Su 11p								
8 NEWS NO	V AT 11PM-WI	KND							1		
Start Dat	e End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	SS	1	\$1,100.00	0.00						
E 15 8 10/0	4/12 10/08/12	Letterman	CM	1135p-1237a	MTF	:30	1	\$950.00LV1	0.00 NM	1	\$950.00
		Letterman							- 1		
LATE SHOW	W/LETTERMA	AN							- 1		
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 10/04/12	10/10/12	MTF	1	\$950.00	0.00						
N16 8 10/0	7/12 10/07/12	8 News Now Sun	AM #2CM	8 News Now	Sun AS	:30	1	\$2,200.00LV1	0.00 NM	1	\$2,200.00
		8 News Now Sur	1 AM #2						- 1		
Start Dat	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	S	1	\$2,200.00	0.00						
N 17 8 10/0	4/12 10/05/12	Craig Ferguson	CM	1237a-137a	TF	:30	2	\$475.00LV1	0.00 NM	2	\$950.00
		Craig Ferguson									
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	TF	2	\$475.00	0.00						
						THE RESERVE OF THE PERSON	1000		Totals	26	\$64,250.00
									Iolais	20	404,230.00